

REMARKS

The new claims mirror the reasons for patentability in the International Preliminary Examination Report for International application No. PCT/US01/45861, International filing date December 19, 2001, Priority date December 19, 2000, section 2. Citations and Explanations. Marked up copies of the claims showing the amendments are attached to this amendment.

Respectfully submitted,



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PATENT TRADEMARK OFFICE

5/24/03

Date

A handwritten signature in black ink, appearing to read "Richard A. Neifeld", written over a horizontal line.

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**MARKED UP CLAIMS SHOWING AMENDMENTS**

28. (New) A computer-implemented method comprising:
- selecting a first promotion determined to be more relevant to a consumer based on purchase history data;
  - determining a second promotion determined to be less relevant to said consumer based upon said purchase history data;
  - pairing said first promotion with said second promotion; and
  - providing the paired promotions to said consumer.
29. (New) A system for selecting a first promotion determined to be more relevant to a consumer based on purchase history data, a second promotion determined to be less relevant to said consumer based upon said purchase history, and pairing the first and second promotions, comprising:
- a computer system;
  - a database storing said purchase history data such that said purchase history data is accessible by said computer system;
  - code implemented on said computer system for determining said first promotion, and said second promotion, and for pairing said first promotion with said second promotion; and
  - structure for outputting data indicating the paired promotions.

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